

SEP24/12 17.47
*** WDCW-TV ***

REP. # _____ OFF. # _____ SALESMAN # _____
BUYER NAME ANNE BRAUNSCHEITZ

SALES PRSN WA- DAVE CLARK

CLASS: NATL. LOCAL REGIONAL.

	CLASS: NATL.	LOCAL	REGIONAL
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DATE SEP24/12 17.47

REF:

TO: MALLORY
FROM: GREG
NEW ORDER**
TEL.: \$40600...3IX
THX PLS CFM, 9/24/12

CON CM ***** THIS IS A CASH IN ADVANCE SCHEMATIC *****

ALL STATIONS USING ELECTRONIC INVOICING - AGENCY IDB #1021 ,
AN ELECTRONIC INV. WEBSITE "EMEDIA TRADE-INVOICING" IS ALSO AVAILABLE
FOR THIS AGENCY. THE IDB# FOR THE WEBSITE IS: EMT12009

[illegible]

AGENCY ADVERTISER CODE - AGENCY EST# - 1401
AGENCY PRODUCT CODE -

1	700P-730P	30	\$1,600.00	10/26	10/26	2	FRI	2
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PROGRAM : 2.5 MEN

2	730P-800P	30	\$1,800.00	10/26	10/26	2	FRI	2
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PROGRAM : 2.5 MEN

LINE# 636313
ORIGINAL REV#0 ***

REP: TEL# 703 528 7800
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

FAX# 703 528 7880
SEP24/12 17.47
*** WDCW-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			1200N-1230P	30	112/2	\$800.00	10/27	10/27	2		SAT	2
PROGRAM : SEC PREGAME												
4			1200N-300P	30		\$2,000.00	10/27	10/27	4		SAT	4
PROGRAM : SEC FOOTBALL												
5			630P-700P	30		\$600.00	10/29	11/1	8		M-TH	8
PROGRAM : SEINFELD												
CON COM1: 2X PER DAY												
6			700P-730P	30		\$1,600.00	10/29	11/1	8		M-TH	8
PROGRAM : 2.5 MEN												
CON COM1: 2X PER DAY												
7			730P-800P	30		\$1,800.00	10/29	10/31	3		M,W	3
PROGRAM : 2.5MEN												
8			630P-700P	30		\$600.00	10/26	10/26	2		FRI	2
PROGRAM : SEINFELD												
OCT/12			17600.00	NOV/12		23000.00						
CONTRACT TOTAL												40600.00
TOTAL SPOTS												31

MARKET TOTALS \$1,353,333 WDCW 3% WJLA 22% WUSA 20% WRC 30% WTTG 24% WPXW 0% WDCA 1%
SVC- NSI
DEMOS- RA35+*
CABL 0%